S
025.17
P11ralt
1985

Report of the Audiovisual Library Task Force

STATE DOCUMENTS COLLECTION

JUN 20 2003

MONTANA STATE LIBRARY
1515 E. 6th AVE
HELENA, MONTANA 59620

Office of Public Instruction
January 1985

MONTANA STATE LIBRARY
3 0864 1002 1220 1

Report of the Audiovisual Library Task Force

Office of Public Instruction
January 1985

MONTANA STATE LIBRARY
3 0864 1002 1220 1

Report of the Audiovisual Library Task Force

Office of Public Instruction
January 1985

INTRODUCTION

This report was prepared by the Audiovisual Library Task Force commissioned by the State Superintendent of Public Instruction. The task force's purpose was to study the library and make recommendations to the Superintendent about its future directions.

As part of its report, the task force includes background materials received at its meetings. These materials are found in the appendices.

As Appendix A shows, the task force consisted of representatives from education and other professions. As they worked, task force members solicited input from schools around the state. Information also was received from the Office of Public Instruction.

TABLE OF CONTENTS

REPORT DESIGN 1

SURVEY RESULTS. 2

RECOMMENDATIONS 3

APPENDICES

Audiovisual Library Task Force. 6

First Meeting Memo. 7

AV Library Background 8

November Agenda 12

Library Survey Memo to Task Force 13

Survey Assignments. 14

Library Survey Memo--District Superintendents 15

Sample Survey and Results 16

December Agenda 20

Billing--Rental Comparison. 21

Films Shipped 1977-1980 22

REPORT DESIGN

At the initial meeting of the Audiovisual Library Task Force, members received a great deal of information about the history of the library. They also visited the library to see its actual operation. Individually, task force members reported their experiences.

Members then decided there was a basic question to be answered: Had the library outlived its usefulness as an educational resource for the state? Surveying a sample of school districts in the state to ascertain their opinions/impressions of the library was determined to be the best method to elicit responses to the question. They identified survey questions and determined that the survey would be done by telephone. An advance letter was sent to schools which would be surveyed to give them time to prepare adequately for the phone call. A copy of the survey is in Appendix H.

Seventy school districts were contacted by phone (see Appendix F). A majority (85 districts) returned their surveys directly to the Office of Public Instruction.

The survey results are in Appendix I.

SURVEY RESULTS

The school district survey identified several problems with the Audiovisual Library:

1. Infrequency of AV library catalog.

    a. A bound catalog has not been published since 1977.
    b. It was difficult to keep track of the paper supplements published since the last catalog.
    c. The paper supplements were not compatible with the previous catalog in terms of format.
    d. Some schools reported having no catalog at all and felt they would use the library if they had a catalog.

2. Inadequate awareness of the library and its holdings.

    a. Frequent communication to the schools of new titles added to the library has not occurred.
    b. New/beginning teachers are not aware of the library as a teaching resource.
    c. Schools are not aware that the library is adding videotapes to its collection.

3. Collection needs updating.

    a. Out-of-date films should be weeded out more frequently.
    b. Actual usage data might be used for weeding the collection.
    c. Duplicate copies of most titles should be acquired.
    d. Involvement of the users in weeding the collection could be done by including a brief evaluation form each time an item is sent.
    e. Video formats and other related technologies, as they are developed, should be added to the library in greater numbers.

From the survey data, the task force decided to recommend the following:

1. There should be a more frequent AV Library catalog.

   a. A new catalog should be produced at least every other year.
   b. A minimum of 3500 copies of any catalog is needed to ensure that adequate numbers are available to every school (building) in the state.
   c. Other formats (e.g., microfiche) for producing the catalog should be considered because of the prohibitive cost of paper copies.

2. Library funding should provide for the necessary updating of the collection.

   Adequate funding is essential for the library not to exist as a band aid operation.

   Formula for funding the library:

   $1.80*/student x the state ANB

   (e.g. 151,224 x $1.80 = $272,203.20)

   The base figure produced by the above formula would be diminished by the amount of income generated by library rentals.

   *$1.80/student is the amount schools are required to expend for audiovisual materials (see Montana School Accreditation Standards).

3. There should be more frequent communication to schools and other potential users of the library resources.

   Suggested targets for PR efforts:

   OPI Report
   Montana Schools
   County superintendents
   Administrators' conferences
   State and/or regional curriculum meetings (e.g., MSTA, MCTM, MATELA, etc.)
   Teacher education programs in the state's colleges and universities
   Student-produced school newspapers
   Preservice staff meetings at beginning of the school year
   Direct communication to teachers

4. State-agency film libraries should be centralized, and funding should also come from the budgets of those agencies which will no longer provide the service. Adequate funds should be provided for this process.

   In 1982 the Legislative Auditor made the following statement:

   > "We recommend the Department of Health and Environmental Sciences; the Department of Fish, Wildlife and Parks; the Department of Commerce, Aeronautics Division; and the Montana State Library house their film libraries at the Office of Public Instruction."

   From State of Montana, Report to the Legislature, Department of Health and Environmental Sciences: Report on the Examination of Financial Statements Two Fiscal Years Ended June 30, 1982, Legislative Auditor, Helena, Montana, 1982.

5. Fees for media rental should remain unchanged.

   a. In some instances, survey respondents said that rental fees have resulted in a decline in usage on the part of individual schools; however, many districts surveyed indicated that the fees were not a problem.
   b. Current rental fees at OPI's Audiovisual Library are lower than those of other rental sources.
   c. Survey respondents indicated a willingness to pay $50 or more to get the film or videotape they wanted.

6. Future considerations for the library are as follows:

   a. The library should stay in touch with statewide developments in technology/telecommunications.
   b. The library should consider state-of-the-art technology for a better distribution system (e.g., satellite technology).
   c. Of major concern is the need to coordinate future technological developments with the total telecommunication needs of the Office of Public Instruction. Due to the size of the state it may not be possible to fully satisfy the needs of schools on the extreme borders. Currently we are dependent on existing postal/delivery services. It is possible a telecommunication system would put all schools on an equal access basis.

Appendices

OPI Audiovisual Library Task Force

JIM BURKE
PO BOX 823
LIVINGSTON MT 59043

DIANA LOBLE
1733 BROADWAY
HELENA MT 59601

RICHARD SEIBERT
POLSON HIGH SCHOOL
111 4TH AVE E
POLSON MT 59860

MILLIE WOOLLEY
BIG TIMBER SCHOOL
5TH & ANDERSON
BIG TIMBER MT 59011

RONALD BLOMQUIST
RYEGATE SCHOOLS
PO BOX 127
RYEGATE MT 59047

ROBERT KINNA
SUPERINTENDENT
WOLF POINT PUBLIC SCHOOLS
213 6TH AVE S
WOLF POINT MT 59201

DICK NELSON
94 NORTHERN LIGHTS BLVD
KALISPELL MT 59901

MT49

OFFICE OF PUBLIC INSTRUCTION

STATE CAPITOL
HELENA, MONTANA 59620
(406) 449-3095

Ed Argenbright
Superintendent

November 2, 1984

TO: Office of Public Instruction Audiovisual Library Task Force Members

FROM: JIM BURKE, Chair

RE: First Task Force Meeting

I want to thank each of you for agreeing to serve as members of this Task Force. I am looking forward to working with you. Subsequently, I would like to schedule the first meeting of the Task Force for Thursday, November 15, 9 a.m., Conference Room of OPI's 1300 Eleventh Avenue Building. For your planning, you should anticipate our working until 3:30 or 4:00 o'clock.

Our objective, according to Superintendent Argenbright, is to look at the audiovisual library as it is, consider the state of technology, and make recommendations as to the future direction of the Library. He anticipates our meeting two or three times prior to the beginning of the legislative session.

Sheila Cates, Library Media Specialist, and the staff of the Audio-visual Library, will serve as resource people for us in our work. They will be following this memo with some background information about the Library.

If you have any questions, please feel free to call me at 222-2943. You may call Sheila at 444-2979 or via OPI's toll free telephone number 1-800-332-3402. Attached you will find a list of task force members.

JB/SC-co/MT47

Attachment

Affirmative Action — EEO Employer

OFFICE OF PUBLIC INSTRUCTION
STATE CAPITOL
HELENA, MONTANA 59620
(406) 449-3095

Ed Argenbright
Superintendent

November 9, 1984

TO: Audiovisual Library Media Task Force

FROM: Sheila Cates/Jim Meier

RE: AV Library Background

This is a description of the Audiovisual Library. It is designed to present the following: A) History of the Library; B) User List; C) State of the Library; D) Usage Reports; and E) Pricing History.

A. History

The Audiovisual Library was created by authority of Section 75-2011, R.C.M., and is operated under the supervision of the State Superintendent of Public Instruction. In accordance with the statutes, the Audiovisual Library contains a collection of 16mm and sound-motion educational films, available on a rental fee basis, plus transportation to elementary and secondary schools and educational groups within the state.

Since 1941 the library has primarily handled the rental of films, however, with advances in technology, videocassettes have become a viable media. In 1983, the library purchased approximately 100 videocassettes for rental, in the U matic, VHS and Beta formats. The library has also purchased thirteen laser-read video discs for a test-rental program. Currently we have over 7,000 individual titles in the library.

B. User List

Virtually every school in Montana at one time or another has used the services of the library. Because of increasing cost of using the services of the library, the number of users and the quantity of materials used has decreased in recent years. This user list is for the current year.

Dillon Elem. and High School
Lima Elem. and High School
Jackson Elem.
Community Elem-Hardin
Hardin Elem.
Lodge Grass Elem.
Chinook Elem. and High School
Harlem Elem.
Hays Elem.
Bridger Elem. and High School
Joliet Elem.
Roberts High School
Baker Elem. and High School
Fergus Co. High School-Lewistown
Moore Elem. and High School
Winifred Elem. and High School
Kalispell High School
Columbia Falls Elem. and High School
Bigfork Elem.
Whitefish Elem. and High School
Manhattan Elem.
Bozeman Elem. and High School
Willow Creek Elem. and High School
Monforton Elem.-Bozeman

Affirmative Action — EEO Employer

Belfry Elem. and High School
Johnston Elem.-Hammond
Centerville High School
Belt Elem.
Vaughn Elem.
Fort Benton High School
Big Sandy Elem. and High School
Miles City Elem. and High School
Scobey Elem. and High School
Glendive Elem. and High School
Bloomfield Elem.
Richey Elem.
Anaconda Elem. and High School
Boulder High School
Montana City Elem.
Stanford Elem. and High School
Hobson Elem. and High School
Geyser Elem. and High School
Polson Elem. and High School
St. Ignatius High School
Helena Elem. and High School
Kessler Elem.-Helena
Jim Darcy-Helena
Trinity Elem.-Helena
E. Helena Elem.
Wolf Creek Elem.
Lincoln Elem.-Lincoln
Joplin Elem. and High School
Chester Elem. and High School
Troy High School
Libby Elem. and High School
Lincoln Co. High School-Eureka
Twin Bridges High School
Ennis High School
Circle Elem. and High School
White Sulphur Springs Elem. and High School
Alberton Elem.
Superior Elem. and High School
Missoula Elem. and High School
Lolo Elem.
Potomac Elem.
Bonner Elem.
Seeley Lake Elem.
Frenchtown Elem. and High School
Roundup High School
Melstone Elem.
Richland Elem.-Livingston
Outlook High School
Ramsay Elem.
Divide Elem.
Molt Elem.
Nye Elem.
Big Timber Elem. and High School
Choteau Elem. and High School
Belgrade High School
W. Yellowstone High School
Ophir Elem.-Gallatin Gateway
Browning Elem. and High School
Cut Bank Elem.
Ryegate Elem.
Philipsburg Elem. and High School
Hall Elem.
Box Elder Elem. and High School
Havre Elem. and High School
Clancy Elem.
Whitehall High School
Basin Elem.
Park Sr. High-Livingston
Gardiner Elem. and High School
Wilsall High School
Winnett Elem.
Dodson High School
Malta Elem.
Whitewater High School
Heart Butte Elem.
Conrad High School
Valier High School
Biddle Elem.
Broadus Elem. and High School
Deer Lodge Elem. and High School
Stevensville Elem. and High School
Victor High School
Darby Elem. and High School
Lone Rock Elem.-Stevensville
Florence Carlton Elem. and High School-Florence
Sidney Elem.
Fairview High School
Frontier Elem.
Wolf Point High School
Poplar Elem. and High School
Bainville High School
Forsyth High School
Rosebud High School
Colstrip Elem. and High School
Ashland Elem.
Thompson Falls Elem. and High School
Trout Creek Elem.
Dixon Elem.
Hot Springs Elem. and High School
Plentywood High School
Butte High School
Arrowhead Elem.-Pray
Lincoln High School-Lincoln
Northern Montana College-Havre
Carroll College-Helena
Trinity Lutheran-Kalispell
College of Great Falls

Fairfield High School
Dutton Elem.
Power Elem.
Pendroy Elem.
Kevin Elem.
Shelby Elem. and High School
Glasgow Elem. and High School
Nashua Elem.
Frazer Elem.
Opheim Elem. and High School
Fort Peck Elem.
Lustre Elem.-Frazer
Two Dot Elem.
Judith Gap Elem. and High School
Wibaux Elem.
Billings Elem. and High School
Laurel Elem. and High School
Broadview High School
Elysian Elem.-Billings
Huntley Project Elem. and High School
Shepherd Elem. and High School
Hardin High School
Rocky Boy Elem.-Box Elder
Sun River Elem.
Dawson Community College-Glendive
Miles Community College-Colstrip and Miles City
Blue Shield-Helena
MT Crop & Livestock Reporting Service-Helena
St. Regis Corp.-Libby
Chemical Awareness Program-Plentywood
Mission Valley Hospital-St. Ignatius
Capitol Ford-Helena
Missoula Health Dept.
Hospice of Powell Co.-Deer Lodge
The Mormons of Helena
Diocese of Butte
Credit Woman Int'l-Bozeman
Libby Volunteer Ambulance Service
Western Montana College-Dillon
Eastern Montana College-Billings
University of Montana-Missoula
Montana State University-Bozeman
Rocky Mtn. College-Billings
Montana Tech-Butte
Billings Central High School
Mtn. View School-Helena
Butte Central High School
Kalispell Flathead Valley Comm. College
St. Xavier-St. Xavier
Our Lady of Lourdes--Great Falls
Labre Indian School-Ashland
Trinity Lutheran-Billings
Cross Currents School-Whitefish
Northern Montana Headstart-Havre
Headstart-Kalispell
Missoula Vo-Tech
Bozeman Community Center
Helena Christian Academy
Lodge Grass High School
K.G. Elem. and High School
Hillbrook Nursing Home-Clancy
Western Care Nursing Home-Helena
Justice Court-Hamilton
Emmanuel School-Great Falls
Unitarian Fellowship-Helena
Meridian Minerals Co.-Billings
Monte White Ford-Butte
Garfield County Sheriffs Office-Jordan
Dept. of Administration, Personnel Div.-Helena
M.A.D.D.-Thompson Falls
Palisades School-Great Falls
Colstrip Visitors Center-Colstrip
Cub Scout Pack #209-Helena
Helena Family Y.M.C.A.
Ronan Elem. and High School

C) State of the Library

I. Films

We have attempted to keep the library current, particularly when it comes to new developments/subject areas. An example is the latest information on the subject Anorexia Nervosa, the condition that women have which lead them to diet to the point of starvation. We still receive complaints about outdated films. One of the problems with keeping material current is that some subject matter is always changing. For example, computer technology. Computer technology changes almost daily.

Every effort is also made to provide a well-balanced collection of materials for the users. Recently a concerted effort has been made to add new titles in

fine arts, traffic education, foreign language and staff development/inservice.

II. Equipment

In the last five years we have purchased the very latest in film inspection equipment which is necessary to repair and keep operational our films. We also have two old inspection machines for backup if ever the new machines break down. The library has also purchased a new postage meter.

III. Computer Programs

The library operates with a computer assisted booking system. The computer program is seventeen years old and is in bad need of up-dating. The approximate cost of the update is $27,000.

IV. New Media

We have strived to update acceptable new media into the library as they become available.

Also, we are interested in obtaining access to educational television so we can better serve the schools in Montana with the latest technology. We actually foresee being able to copy available programming for schools in the state.

D. Usage Report

In 1973, usage of the library was at its high point. In the first weekly run there were 80,000 requests for the year with a peak week of 2,300 films shipped.

In contrast, the total yearly requests for the 1983-84 school year were 18,000 films with a peak week of 800 films shipped.

The total yearly requests for the 1984-85 school year is 16,000 films with a peak week of almost 600 films shipped.

Usage of the library has declined every time the rental rate has increased.

E. Pricing History

The Audiovisual Library was established by the legislators of the twenty-seventh session in 1941. Users were requested to donate films to the library, based upon their usage of the library. For example, up to 74 bookings a year, the school would be requested to donate one four hundred foot film.

In 1960, a rental rate of $1.00 per film was established. That rate was in effect until 1975 when the rental rate for films was changed to $2.00 per film per week. In 1977, the rate was raised to $5.00 per film for a one week booking. In 1979, the rate of rental was changed again to $6.50 per film per week. In 1980 a dual rate was adopted. For films longer than ten minutes in length, the rate is $6.50 per film, shorter than ten minutes is $3.50 per film. This rate schedule remains in effect.

OFFICE OF PUBLIC INSTRUCTION
STATE CAPITOL
HELENA, MONTANA 59620
(406) 449-3095

Ed Argenbrigh
Superintender

Audiovisual Library Media Task Force, November 15, 1984

AGENDA

9:00 - 10:30	Coffee
	Introductions
	Instructions
	Questions/Discussion
	Leave for visit to Film Library
11:45	Lunch
1:00	11th Ave Conference Room - Continue from morning.

OFFICE OF PUBLIC INSTRUCTION

STATE CAPITOL
HELENA, MONTANA 59620
(406) 449-3095

Ed Argenbright
Superintendent

November 21, 1984

TO: AV Library Task Force Members

FROM: Sheila Cates

RE: Library Survey

Attached you will find a copy of the survey questions, a list of schools to call and a copy of the memo sent to schools you will be contacting. I hope this meets with your satisfaction.

Data processing did not have records from the past so we could determine previous users. Consequently I randomly selected schools for you to call. I do not know if they have used or are using the Library at present, but I did try to include all sizes of schools. Also I did not include any one room schools which would be under county superintendents.

I realize it may not be possible to reach all the schools as you are very busy people. Hopefully the last paragraph of the memo will assure their response in some form.

Your first meeting was a good start and I look forward to working with you again on December 6. Please feel free to call if there is anything we can do for you in preparation for that meeting.

Affirmative Action — EEO Employer

Appendix F

TASK FORCE SURVEY ASSIGNMENTS

Bob Kinna
- Glasgow
- Opheim
- Glendive
- Malta
- Plentywood
- Sidney
- Circle
- Culbertson
- Flaxville
- Froid

Ron Blomquist
- Winnett
- Lewistown
- Roy
- Roundup
- Miles City
- Grass Range
- Forsyth
- Hysham
- Ekalaka
- Plevna

Jim Burke
- Billings
- Clyde Park
- Bozeman
- Wilsall
- White Sulphur Springs
- Belgrade
- Jordan
- Three Forks
- Willow Creek

Millie Woolley
- Harlowton
- Columbus
- Red Lodge
- Joliet
- Park City
- Laurel
- Roberts
- Pryor
- Lodge Grass
- Hardin

Diana Loble
- Deer Lodge Elementary
- Deer Lodge High School
- Great Falls
- Belt
- Stanford
- Augusta
- Butte
- Townsend
- Whitehall

Dick Seibert
- Missoula High School
- Missoula Elementary
- Hamilton
- Seeley Lake
- Thompson Falls
- Noxon
- Arlee
- Bonner
- Alberton
- Frenchtown
- St. Regis

Dick Nelson
- Libby
- Eureka High School
- Eureka Elementary
- Cut Bank
- Conrad
- Chester
- Havre
- Bigfork
- Whitefish
- Columbia Falls

OFFICE OF PUBLIC INSTRUCTION
STATE CAPITOL
HELENA, MONTANA 59620
(406) 449-3095

Ed Argenbright
Superintendent

November 21, 1984

TO: DISTRICT SUPERINTENDENTS

FROM: AUDIOVISUAL TASK FORCE
OFFICE OF PUBLIC INSTRUCTION

RE: AUDIOVISUAL LIBRARY SURVEY

Superintendent Argenbright has organized a Task Force to review the Audiovisual Library and to make recommendations regarding the library's future. As part of our study a member of the Task Force will be calling within the next 10 days to solicit your response to the enclosed survey. If you are not the appropriate person to respond to the survey, please forward it to the proper person and likewise forward the call to that person when it comes in.

If for some reason your school is not contacted by a member of the Task Force, please feel free to return your survey form so we can receive your input. The form should be returned by December 5 to:

Sheila Cates
Library Media Specialist
Office of Public Instruction
Helena, MT 59620

Affirmative Action — EEO Employer

Audiovisual Library Survey
(Sample and Results)

1. Is the cost of renting films a factor in whether or not you use materials in the Audiovisual Library at the Office of Public Instruction?

YES 64 NO 20

Did you use more films before the rental rate went to $6.50?

YES 62 NO 21

Did the change to $6.50 (films longer than 10 min.) and $3.50 (10 min. or less) make any difference in your usage?

YES 45 NO 37

If so, what?

Used fewer films: 23 More selective: 5

2. Is it a problem to book films in the Spring for the next school year?

YES 32 NO 48

Is the present method of scheduling films for one week a problem?

YES 12 NO 68

Do you receive films on time?

YES 71 NO 9

3. Have you kept up with the library's holdings via the 1977-78 bound catalog and all the paper supplements?

YES 54 NO 29

Would you use the library if you knew what was in it? (e.g., a more frequent catalog with organized updates)

YES 66 NO 11

Did you know a new catalog will be available in January?

YES 13 NO 77

4. If you have used the library in the last 4 years, have you found the collection to be relevant to your needs?

YES 56 NO 18

Overall do you consider the films to be up-to-date?

YES 44 NO 31

5. Have local curriculum changes resulted in changes in your use of the library?

YES 46 NO 39

MORE USE 10 LESS USE 23

6. Do you get films from other sources?

YES 78 NO 4

Are they free loan?

YES 70 NO 8

Or Rental?

YES 25 NO 17

If rental, what do you pay as an average?

$0 - $100 per film

$ 0 - $10 = 9
$10 - $30 = 9
$30 - $80 = 5
$80 -$100 = 1

7. Which type of technology do you prefer using?

16mm 26 Video 47

If video, what format?

Beta 21 VHS 58 U-Matic 3/4" 1

Do you have plans to use:

Video 59 Laser Disk 5

Were you aware that the library currently has some video tapes to circulate?

YES 29 NO 49

8. Could the library be improved?

YES 55 NO 6

If so, how?

See Attached.

School's Name_____

8. How Library Can Be Improved:

Update Films	15
Larger Selection	2
Change Scheduling System	4
Lower Rental Fee	6
Better Information (Catalog)	18
More Video	17
Maintain and Repair Worn Films	7
More Copies For Circulation	1
Discontinue Library	2

OFFICE OF PUBLIC INSTRUCTION
STATE CAPITOL
HELENA, MONTANA 59620
(406) 449-3095

Ed Argenbright
Superintendent

AUDIOVISUAL LIBRARY TASK FORCE

AGENDA

December 6, 1984

9:00	Arrival and Coffee
9:30	Financial History Report Accounting Personnel Jim Meier
10:00-11:30	Review Surveys
11:45- 1:00	Lunch
1:00	Strategies for the Future of the Library

Affirmative Action — EEO Employer

BILLING--RENTAL COMPARISON

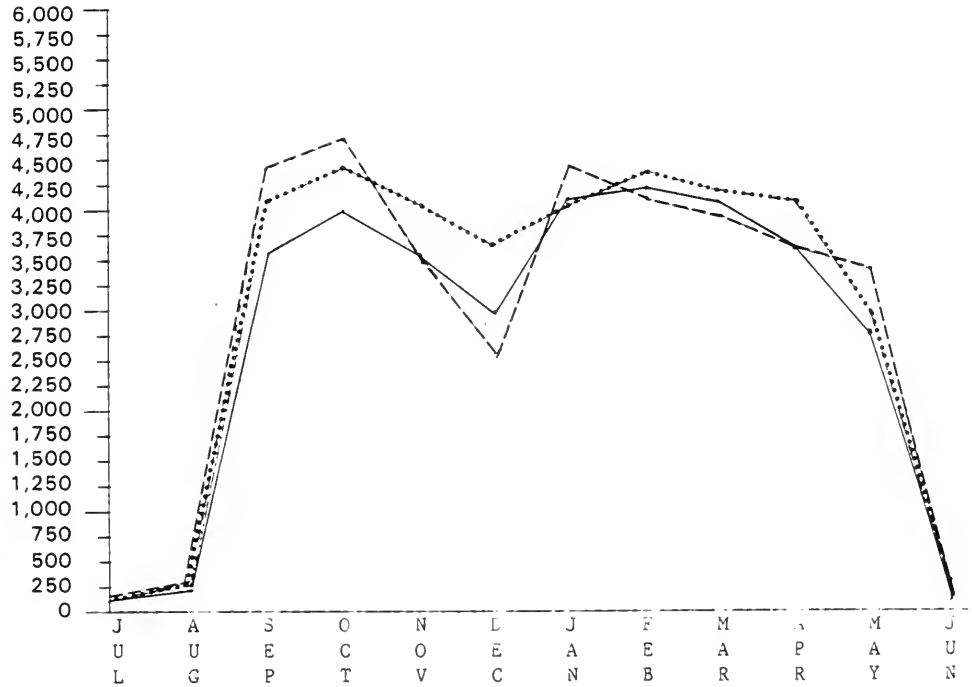
(76-77)	$2.00	(77-78)	$5.00	(78-79)	$5.00
41,654.00		67,602.00		59,850.00	
43,018.00		63,785.00		59,305.00	
46,966.00		62,690.00		56,160.00	
2,485.00		4,230.00		6,910.00	
134,123.00		198,307.00		182,255.00	

(79-80)	$5.00	(80-81)	$5.00	(81-82)	$6.50 $3.50
51,245.00		61,958.00		53,572.00	
54,150.00		59,150.00		43,501.50	
61,865.00		44,648.50		43,726.50	
7,217.00		8,213.00		3,845.00	
174,477.00		173,970.00		144,645.00	

(82-83)	$6.50 $3.50	(83-84)	$6.50 $3.50	(84-85)	$6.50 $3.50
42,871.50		45,657.00		35,651.00	
43,847.00		38,676.00			
43,083.50		43,651.50			
2,538.00		9,069.00			
132,340.00		137,053.50			

cmw22

FILMS SHIPPED 1977 THROUGH 1980



cmw22